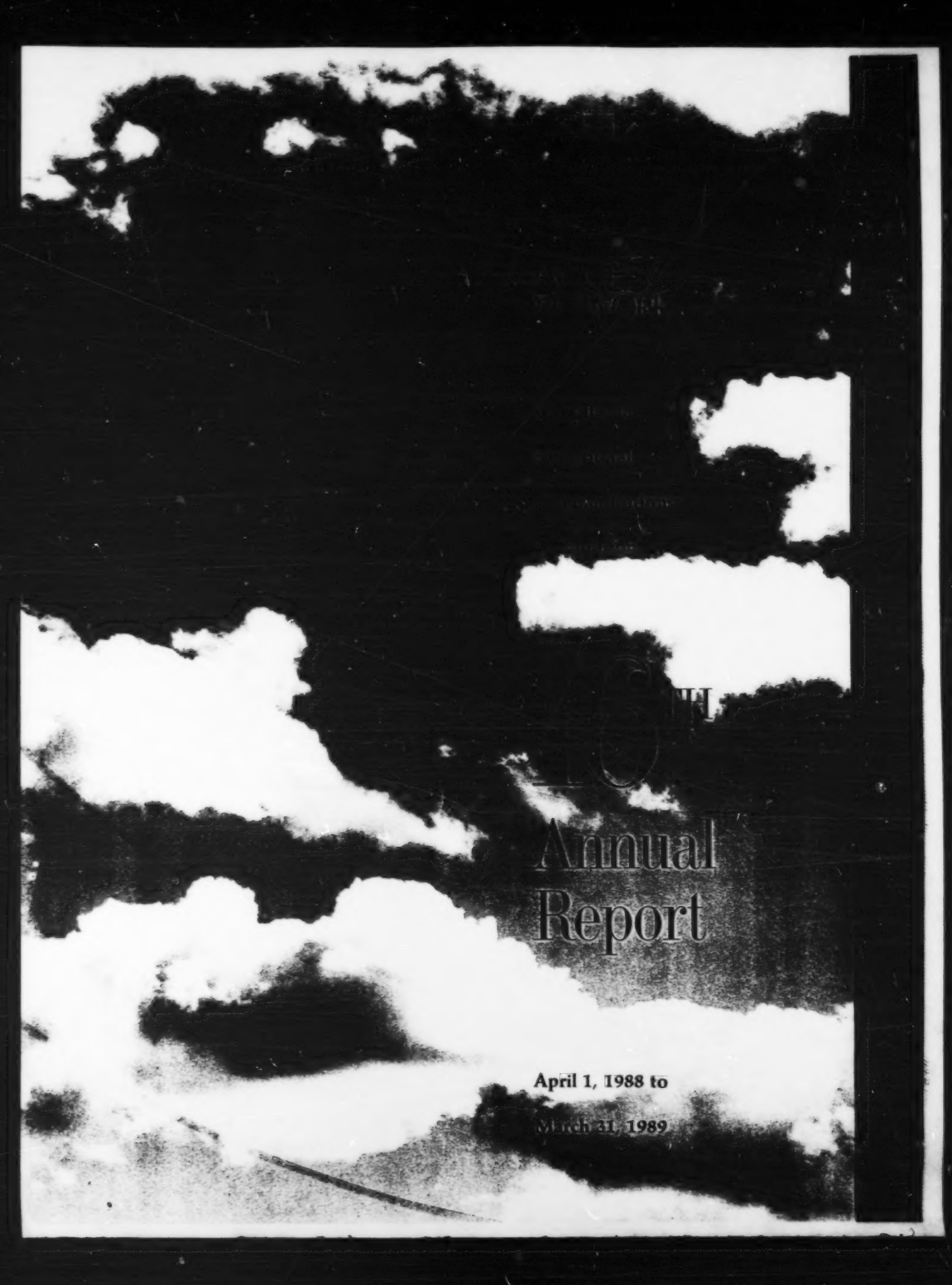

Annual Report

April 1, 1988 to

March 31, 1989

90-04733/

ACCESS NETWORK

AWARDS

Won By The Corporation 1988-89

AMPIA (February 1989)

Breaking the Unseen Barrier:
We're Not Stupid
Best Motivational
Best of the Festival

AMTEC Media Festival (June 1988)

Breaking the Unseen Barrier:
We're Not Stupid
AMTEC Award of Excellence

1988 BPME International Gold Medallion Awards

We Are the Difference
In-House TV Campaign - Programming Image
Certificate of Merit

Homework Hotline
In-House Generic TV Announcement - Programming
Certificate of Merit

ACCESS NETWORK is the trade name of The Alberta Educational Communications Corporation. The Corporation was established by provincial statute assented to May 10, 1973, and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production, and distribution of educational programs and materials can take place. ACCESS NETWORK is funded by a provincial government grant and self-generated revenues.

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The Alberta

Educational

Communications

Corporation

16TH Annual Report

April 1, 1988 to

March 31, 1989

Printed on Recycled Paper

ACCESS NETWORK

Letter of Transmittal

June 23, 1989

Hon. Fred A. Stewart
Minister - Technology, Research and
Telecommunications
403 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Stewart:

Further to the requirements of the Alberta Educational Communications Corporation Act, RSA 1980 Chapter A-18, Sec 12(2) as amended by the Alberta Educational Communications Amendment Act, 1981, Chapter 1, which states:

> "The report under subsection (1) shall be laid before the Legislative Assembly, if it is then sitting, and if it is not then sitting, within 15 days after the commencement of the next ensuing sitting."

It is a pleasure to provide the report for your review and for filing before the Legislative Assembly.

Yours truly,

Jim Woronuik
Chairman, Board of Directors

Peter L. Senchuk
President and Chief Executive Officer

ACCESS NETWORK

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ACCESS NETWORK

Board of Directors

Front Row
(L. to R.)

Lucille Schmidt
Edmonton

Clem Collins
Vice-Chairman
Grande Prairie

Jim Woronuik
Chairman
Edmonton

Katherine Richmond
Calgary

Janet L. Ramsey-Brown
Stavely

Back Row
(L. to R.)

John Keast
Taber

Harlan Hulleman
Red Deer

Glen Buick
Edmonton

Bill Hunchak
Wetaskiwin

Don Bahnuik
Edmonton

Mary Stephenson
Grande Cache

John McKay
Calgary

Absent

Neil O. Henry
Edmonton

Ken Murricane
Edmonton

Dr. Roger Palmer
Edmonton

Peter L. Senchuk
President and
Chief Executive Officer

Ninon Papanicolas
Secretary to the Board

President's Message

ACCESS NETWORK is in the business of educational, cultural, and informational programming—its development, production, acquisition and distribution.

In the fall of 1988, ACCESS NETWORK developed a three year directional plan entitled *Transitions: The Next Three Years*.

The primary focus of the three year plan is in the educational, cultural and informational sphere where the Corporation's mission is to foster learning and understanding to enrich the lives of Albertans.

Transitions: The Next Three Years maintains ACCESS NETWORK's commitment to serve the needs of users in the Formal Learning—Children/Youth sector. During the reporting year, this was accomplished through the Corporation's programming efforts for teacher inservice training, distance learning initiatives and second language instruction. Educators continued to extensively utilize the Night Owl Dubbing Service to record ACCESS NETWORK programming for classroom use.

In the Formal Learning—Adult sector, the plan focused on serving the needs of users in Alberta's post-secondary institutions through identifying priorities and developing projects as recommended by the Educational Communications Advisory Committee. To fulfill this commitment, a wide variety of media formats were developed including audio and video programs, videodiscs, print support materials, and interactive video conferencing. One video program in particular received special recognition. *We're Not Stupid*, the first program of the series *Breaking the Unseen Barrier*, a joint production of the Formal Learning—Children/Youth and Adult Units, received *Best of the Festival* and *Best Motivational* awards from AMPIA (Alberta Motion Picture Industry Association). Other highlights of the year were video productions on environmental issues such as *Harmony Puzzle I & II* and *Recycling*, and ACCESS NETWORK's first interactive television seminar *Principles of Supervision*.

Transitions: The Next Three Years also targeted the ongoing importance of responding to the informal learning needs of Albertans through the development and production of interactive programming offering lifelong learning opportunities. *Homework Hotline* (a co-production with The Alberta Teachers' Association), *Baby's Best Chance* and *Emergency Medical Update* fulfilled this programming direction.

ACCESS NETWORK continued to provide a wide range of high-quality acquired programming in the areas of the arts, drama, documentaries, how-to and science, technology and the natural world for our general "at home" audience. Several programs were ACCESS NETWORK premieres including *John Lennon: Live in New York City* and *The Last Place on Earth*. Broadcasts which were North American firsts included *The Men Who Killed Kennedy*, *Reid About the USSR* and *Testament*.

ACCESS NETWORK CKUA AM•FM radio's fine programming has been an Alberta tradition for over 60 years. As part of the Corporation's long range planning for the radio service, CKUA provided opportunities for previously unrecorded Alberta artists through its leadership role in the development of *The Alberta Music Project* with other Alberta radio stations. Support of the Alberta arts community was provided through CKUA's programming, performance previews and media sponsorships.

ACCESS NETWORK experienced continued growth in the achievement of revenue from other sources. In its second year of membership activities, Revenue Development increased the number of members for the radio and television service by 4,000.

The staff of ACCESS NETWORK again demonstrated their creativity, dedication, enthusiasm and commitment in providing an impressive variety of high-quality television, radio and multi-media productions and programming for Albertans.

The support received in the past fiscal year from the Government of Alberta, Board of Directors and Albertans across the province has enabled ACCESS NETWORK to continue in its tradition of delivering superior educational communications services.

Peter L. Senchuk
President and
Chief Executive Officer

Corporate Administration

Revenue Development

Revenue Development undertook major initiatives in the areas of membership, corporate underwriting and program sales to provide additional revenue for the enhancement of radio and television programming.

The Membership area showed continued growth during its second full year of operation. The radio service attracted an additional 1,400 members, while the television service acquired 2,600 new members. This brings the ACCESS NETWORK membership to 8,100 during this period, along with $280,000 in revenue. Members responded to two on-air television and radio campaigns, as well as direct mail and advertising appeals.

Corporate Underwriting continued to focus on corporate marketing and sponsorship departments, generating $32,000 in radio revenue and $210,000 in television revenue. Several clients resumed their support of quality programming: Norcen Energy Resources for *Writer's Realm;* Alberta Government Telephones for *Homework Hotline;* and TransAlta Utilities for various evening programs.

Program Sales launched an aggressive direct mail campaign during the fiscal year to increase sales to $250,000. A new video catalogue was produced and distributed to over 1,000 potential and existing clients. Highlights of the year included a major sale of *Journeyworkers* to Correctional Services, *Inside Japan* to the Provincial Educational Media Center in British Columbia, *Harriet's Magic Hats* to TV Ontario and *Encounters* to the Florida Department of Education.

The total revenue for the year was $800,000, representing a 35 per cent increase over the previous year. This growth is attributable to the success of department initiatives, continued investment in identifying markets and providing quality customer service.

Jallan Negalli, and Robyn Braley, Sales Executives, Revenue Development.

Legal Services

Legal Services, formerly Corporate Affairs and Legal Services, provides a wide range of legal services to ACCESS NETWORK. The department reviews and drafts a variety of agreements used in support of the Corporation's activities, including those for program production and licensing, employment, copyright and transmitter/premises leases. It also retains and briefs external legal counsel regarding specialized legal requirements, including the conduct of legal proceedings.

Legal Services coordinates all matters involving the Canadian Radio-television and Telecommunications Commission (CRTC) in respect to broadcast licensing requirements and policy. In ongoing discussion with the CRTC concerning regulatory matters, the department co-ordinated the preparation of ACCESS NETWORK's application to renew its television network license. Applications for our television transmitters in Calgary and Edmonton were also maintained.

The role of monitoring all federal and provincial legislation and Government Bills that impact on the Corporation falls under the department's jurisdiction. The department provided advice and coordinated the Corporation's position in respect to the proposed new federal Broadcasting Act and the federal Copyright Act.

A highlight of the year was the department's participation in the Canadian Distance Learning Development Centre by providing legal input into ACCESS NETWORK's involvement in distance learning initiatives.

ACCESS NETWORK

Formal Learning—Children/Youth

Educational Technology

The majority of acquisition and production activities for the Formal Learning—Children Youth Unit were directed towards addressing the needs identified by Alberta Education. The Department placed priority on resources to support teacher inservice training materials, distance education initiatives and second-language instruction.

Christine Holyk, Producer/Developer and Sherrell Beresh, Associate Director, Formal Learning—Children/Youth.

During the reporting year, acquired and produced television broadcasts for a young audience included:

- *Canadian Literature*
- *From Citizen to Citizen*
- *Garage Gazette*
- *Harriet's Magic Hats*
- *Inside Out*
- *Landscapes*
- *Magic Ring*
- *Ripples*
- *Salut!*

In addition, the following teacher inservices were completed:

- *Career and Life Management*
- *Junior High Music*
- *Junior High Science*
- *Native Awareness*
- *Serving the Gifted and Talented*
- *Teaching Students Thinking Skills*

Media resource materials for students included *Encounters, Metis Settlements, Native Imagery* and *Short Stories*. Production of several second language instructional media materials were completed, and included: *French Language Arts (Grades 1-6), Tout Ce Que Je Peux Être, Ukrainian Music,* and *Ukrainian Classical Literature,* along with the initiation of *Telecourse en Français*. Also completed were *Career Development for Special Needs* and *Integrated Occupational Program: Opening New Doors,* two special education resources.

The second provincial co-acquisition of video materials was successfully completed in cooperation with 12 urban and regional film/video centres and Alberta Education. Provincial educational duplication rights for 66 programs were co-acquired, resulting in substantial savings to the project participants. These materials include *Just a Diary—Anne Frank, The Living Ocean, 1917: Revolution in Russia, Greenhouse Effect* and *Organic Chemistry*.

Formal Learning—Adult

The Formal Learning—Adult Unit continued to pursue lifelong education opportunities for its adult audience with the support of Alberta's 26 post-secondary institutions and 85 further education councils. The Educational Communications Advisory Committee, composed of representatives from Alberta's universities, colleges, institutes of technology, vocational centres, further education councils, Alberta Advanced Education and ACCESS NETWORK, met regularly to determine priorities for adult education.

Bill LeTouzel, Producer/Director and Margaret Hildebrand, Associate Director, Formal Learning—Adult.

A wide variety of media formats were produced to meet the identified needs of post-secondary institutions. These included:

Videodiscs

- *Alberta Tourism Geography*
- *Surveying Technologies*

Audio

- *Theatre of the Air*

Video series with extensive print

- *Microcomputers For Learners*
- *Focus on Adult Learners*

Interactive Video Conferencing

- *Principles of Supervision*

Video Programs

- *Forage For Profit*
- *How to Make A Presentation*
- *Lifelong Learning in Alberta*

Co-productions continue to be of vital importance to the Formal Learning—Adult Unit. During this reporting period four co-productions were completed:

Marketing (Northern Alberta Institute of Technology);

Voluntary Sector Leadership: The Board (Department of Secretary of State);

Harmony Puzzle I (Department of Environment Canada);

Principles of Supervision (University of Alberta).

Also during this reporting period, production activities were continued or initiated on additional co-productions. The principal emphasis was on the timely topic of environmental issues and included:

Water Resource Management Mini-series (Department of Secretary of State and Science Council of Canada);

Harmony Puzzle II (Environment Canada);

Recycling (Alberta Environment).

Other important highlights included major underwriting contributions from The Canadian Petroleum Resources Foundation towards the production of *Petroleum: River of Energy;* the broadcast of ACCESS NETWORK's first interactive video conference *Principles of Supervision;* two AMPIA awards (Best Motivational and Best of the Festival) for program one of *Breaking the Unseen Barrier;* and, the initiation of media resources in two critical areas, *Study Skills* and *Teaching Techniques for English As a Second Language.*

Program Research

Program Research provides research-based information regarding the development, production, distribution or utilization of ACCESS NETWORK programs and services.

During the reporting year, a number of research projects were conducted to assist in increasing ACCESS NETWORK's radio and television audiences. Focus groups were used to evaluate various ACCESS NETWORK television productions, test selected television promotions, assist in the design of a promotional flyer and study CKUA radio's audience building strategies.

The size and characteristics of ACCESS NETWORK radio and television audiences were assessed regularly through data obtained from the Bureau of Broadcast Measurement (BBM) surveys.

Telephone surveys of cable subscribers provided further information about ACCESS NETWORK viewers and listeners. These surveys focused on viewer response to programming, perceptions of ACCESS NETWORK, awareness of the fall Membership Campaign, comparisons of ACCESS NETWORK and PBS viewers and preferences for scheduling of informational and general interest programming.

Various other research activities provided ongoing information about the profiles of ACCESS NETWORK viewers and listeners. For example, information concerning the number of viewers calling *Homework Hotline* and the nature of their calls, was given to the production team in monthly and annual reports. CKUA membership reply cards also provided valuable information about its listeners.

Thu Ha Thi Nguyen, Research Assistant and Brian Fisher, Senior Research Consultant, Program Research.

Educational Technology Centre

The development of interactive educational and informational systems, primarily through the production of interactive videodiscs, is provided by the Educational Technology Centre in Calgary. The continued accomplishments of the Centre have maintained ACCESS NETWORK's position as a leader in this field.

Two interactive educational projects were completed during this reporting period. A prototype survey disc was installed at SAIT and will be tested before a final product is released. The prototype forest fire control videodisc completed for the Forest Technology School in Hinton provided valuable information for revisions to the final product, which is expected to be completed by January, 1990.

The success of the computer-information system installed at Peter Lougheed Provincial Park in July, 1987, and the *Eco-Insights* system installed in 1988, led to the completion of a third computer-information system at Bow Valley Provincial Park. This system will be installed in May, 1989.

The Educational Technology Centre continued to provide ACCESS NETWORK staff and external clients with educational technology information through a quarterly newsletter.

Darnell Waldner,
Library Technician,
Media Resource
Centre.

During the reporting period, the Centre provided 34,549 individual video programs ranging from pre-school to adult education, including teacher inservice. The Centre distributed 5,449 master copies of Apple computer programs, as well as 11,365 teacher guides from a selection of over 270 titles. Through the Dub Centre, schools purchased 25,100 video and audio tapes.

The Media Resource/Dub Centre provided over 720 hours of programs for distribution via the Night Owl off-air dubbing service. This included 200 hours for a special request night which gave teachers an opportunity to request specific programs to be broadcast on the first available time slot. Night Owl is a free dubbing service which enables educators to record ACCESS NETWORK video programming between the hours of 1:00 a.m. and 7:00 a.m. for classroom use and teacher inservice.

Media Resource/ Dub Centre

The Media Resource/Dub Centre in Calgary provides duplication and distribution services to educators and institutions throughout the province on a cost-recovery basis. Distribution materials included approximately 3,500 video programs, 1,200 audio programs and 200 Apple computer programs.

Murray Dundas,
Library Assistant,
Media Resource
Centre.

Administration Division

Information Systems

The role of Information Systems is to provide integrated computerized information systems to support the operational, management, analysis and decision-making functions of the Corporation. Major activities undertaken by the department include increased office automation and the installation of desktop publishing systems.

Requirement analysis of the MRC data base project began during this reporting year. The MRC database is a central repository of materials available for distribution and broadcast within Alberta. The database contains information on all acquired or in-house productions, including video tapes, audio tapes and computer-based training programs.

The Canadian Radio-television and Telecommunications Commission (CRTC) introduced a new reporting structure for broadcasters across the country. Information Systems developed a new computerized system to comply with the new regulations.

Richard Fylpluk, Systems Analyst and Dan Letawsky, Programmer/ Analyst, Information Systems.

Desktop publishing systems allow the user to design, layout and produce quality printed materials on a micro-computer much quicker than conventional publishing methods. Output from desktop publishing systems may be interfaced with typesetting equipment or produced on a micro-computer laser printer, depending on the user's needs.

Corporate office automation services are provided by the System/38 macro-computer and various micro-computers. The department reported significant growth of office automation users throughout the corporation during this reporting year.

A System/38 dial-up facility was implemented. This allows access to the corporation's host system from equipped micro-computers and supported ASCII display stations.

An evaluation of the interconnection options between the System/38 and the micro-computers was conducted. Recommendations from this study will be implemented in the next reporting year.

Financial Services

Financial Services is responsible for establishing and operating the financial reporting systems within ACCESS NETWORK. These systems include accounts payable, accounts receivable, payroll, fixed asset control and budget control. Timely and accurate information produced by these systems is essential to the planning and management of the Corporation as a whole.

ACCESS NETWORK's main source of revenue is its grant from the provincial government. In 1988/89, the grant was $16,113,000—an increase of 6.6 per cent from the previous year's grant of $15,113,000. The grant was allocated to operating expenses ($15,263,000) and capital purchases ($850,000).

Dave Muylle, Controller.

The Corporation raised additional operating revenue of $2,292,591 during the year in a variety of ways, including sales of programs, dubbing services, co-productions, corporate underwriting, interest on investments and membership contributions.

The audited Financial Statements for the fiscal year ended March 31, 1989 are presented together with the Schedule of Private Sector Shares, on pages 22 to 29.

Human Resources Development

ACCESS NETWORK recognizes the contribution of its employees in the ongoing delivery of high-quality programs and services to Albertans.

The role of Human Resources Development, formerly Personnel Services, is to develop and administer policies, programs and initiatives that foster an organizational climate in which creativity, excellence, initiative and productivity are encouraged and supported.

The department worked closely with senior management in the development of a Human Resources Development Plan that identifies future directions for human resources management at ACCESS NETWORK.

Several key initiatives were undertaken, including the introduction of a Human Resources Newsletter to enhance communication between employees and management. This communication vehicle focuses on recognition of employee achievements that contribute to organizational effectiveness.

The department sponsored employee involvement in professional development initiatives such as production workshops and supervisory training seminars. Employees were encouraged to become more computer literate through use of self-study programs and attendance at in-house workshops. In addition, the department sponsored a number of live video-conferencing workshops that reinforced the value of distance learning technologies in staff development.

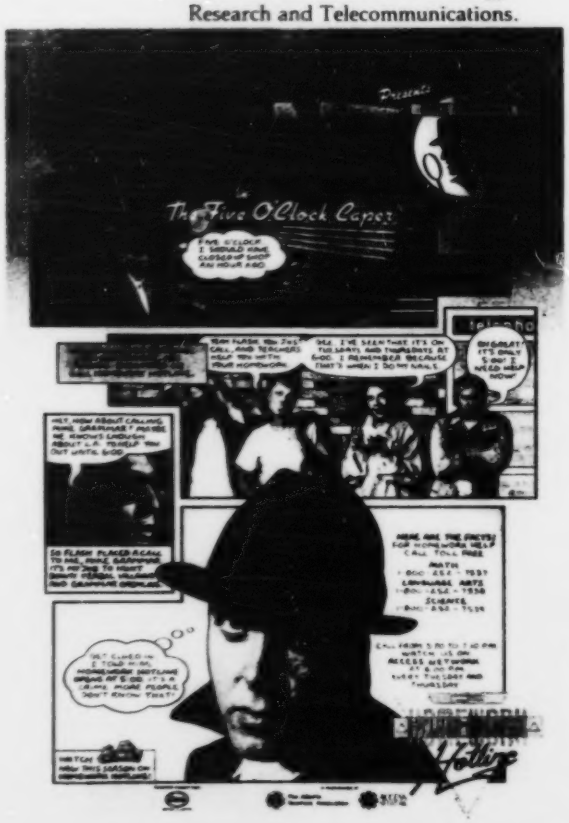
Rick Salt, Director, Human Resources Development and Pauline Blackburn, Human Resources Officer.

ACCESS NETWORK

Television Division

Informal Learning/ Television

Informal Learning refers to non-curriculum related projects that respond to the educational, cultural and informational programming needs and interests of the ACCESS NETWORK audience. A major achievement of Informal Learning over the reporting period was working with a number of agencies and institutions including The Alberta Teachers' Association, Alberta Professions and Occupations Bureau, Calgary Health Services, and Alberta Technology, Research and Telecommunications.



***Homework Hotline's* award winning poster was distributed to all junior high school classrooms in Alberta.**

These cooperative projects varied from producing public service announcements on smoking cessation to a pilot production for a series on science in Canada. The content expertise and, in many cases, funding from these agencies combined with our media/production expertise allowed ACCESS NETWORK to meet the educational needs of the audience.

The award-winning *Homework Hotline* had one of its most successful years with a record number of calls for homework assistance. The program helps youth from 12 to 15 years of age improve their English, Math and Science studies through participation in an out-of school, television/telephone/ tutoring series. Modifications to the program included the addition of Language Arts Crime segments, word puzzlers and definitions.

Two public service announcements, chosen from a provincial competition sponsored by the Alberta Community and Occupational Health Department were produced. These *Break Free* announcements, based on a stop smoking theme, are broadcast on ACCESS NETWORK as filler.

Interactive programming from previous years, *Baby's Best Chance* and *Emergency Medical Update*, continued to attract audience interest.

Baby's Best Chance is a distance-education, tele-learning project linking parents-to-be with public health personnel and other medical resources. In addition to the winter broadcast, a late summer broadcast of the series proved to be very successful.

Emergency Medical Update is a learning system by which Alberta's Emergency Medical Technicians (EMT) can qualify for the continuing education credits needed to maintain valid Alberta EMT certification. The broadcast included a program on *Critical Incident Stress* for individuals such as police officers, firemen and ambulance drivers. This program was produced in response to the increasing demand on communities who have to deal with natural disasters.

The television division produced a second program on smoking cessation, *Clouds in the Coffee Room*, to deal with the implementation of smoke-free work environments. Accompanying print support material is in production.

Discovery Digest continued to explore current innovations in science and technology, highlighting the work of 13 Alberta researchers.

Informal Learning is developing a series about research in the three prairie provinces. Production of a pilot is planned. Funding for the project, *Human Faces of Science and Technology*, will be provided by Science Culture Canada and the provincial research councils in Manitoba, Saskatchewan and Alberta.

Acquisitions and Scheduling

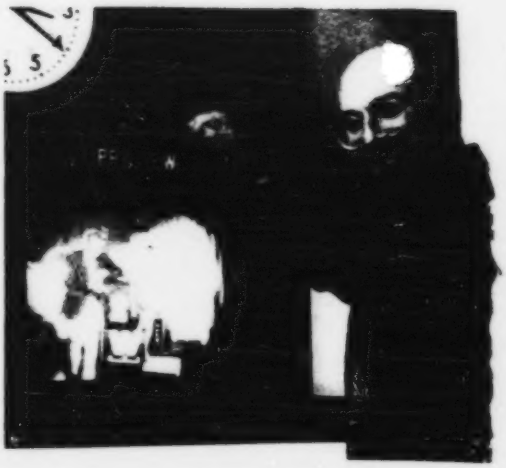
The Acquisitions and Scheduling Department is responsible for obtaining diverse programming for ACCESS NETWORK viewers. During the reporting year, the department screened approximately 1,200 programs/series. Duplication rights were licensed for approximately 600 hours of informal programming (adult/youth), and approximately 250 hours of formal (adult/youth) programming.

ACCESS NETWORK premieres in 1988/89 were: *John Lennon: Live in New York City, The Last Place on Earth*, a new season of *The Elephant Show, The Quintessential Peggy Lee, Shine on Harvey Moon*, and *The Friendly Giant*.

North American firsts were: *Queen of the Beasts, The Men Who Killed Kennedy, Reid About the USSR, Testament, Afghantsi*, and *Children of the Third Reich*.

Ed Letain, Producer, Broadcast Promotions. (right)

Wendy McGee, Library Clerk, Charmaine Eccles, Scheduling Supervisor and Don Anderson, Data Operator, Acquisitions and Scheduling. (below)



Broadcast Promotions

The Broadcast Promotions Department, during this past year, took the delivery of our slogan "We Are The Difference" to a new level. Staff members from the Edmonton and Calgary offices participated in delivering a variety of promotional tags that aired throughout the broadcast day. This personalized approach gave life to the promotional campaign and received great response from our audience.

As part of the priority placed on Membership Campaigns, the department produced many promotional announcements highlighting the special programming featured during the campaigns.

Broadcast Promotions continued to fine tune ACCESS NETWORK's promotional "look" and increase the volume of promotional material produced and broadcast to give our viewers a comprehensive listing of upcoming programs.

Calgary Production

The Calgary Production Department provides staff and facilities to support production and post-production activities associated with assigned formal and informal learning projects. In addition, the staff and resources of the department support the activities of other departments throughout the Corporation.

Video productions undertaken during this reporting period included the following for Formal Learning—Adult:

- *Forage Production*, 4 x 15 min., 1 x 60 min.
- *Breaking the Unseen Barrier*, 1 x 15 min., 3 x 30 min.

Steve Schoemaker, Graphics Supervisor, Calgary Production.

- *Working Together: Further Education in Alberta*, 1 x 22 min.
- *Urinary Catheterization Videodisc*, 1 x 30 min.
- *A.A.A.E. Fall Workshop-Lifelong Learning in Alberta*, 1 x 30 min.
- *Registered Nursing Assistant Refresher*, 1 x 30 min.

Production continued on these ongoing projects:

- *Breaking the Unseen Barrier*, 1 x 15 min., 9 x 30 min.
- *Registered Nursing Assistant Refresher*, TBD.

Production began on five new projects:

- *Alberta Tourism Geography Videodisc*, 2 x 30 min.
- *Surveying Technologies Videodisc*, 1 x 30 min.
- *Overview of the Petroleum Industry*, 1 x 60 min.
- *Study Skills*, 5 x 15 min.
- *Forest Fire Control Videodisc*, 2 x 30 min.

Completed video projects for Formal Learning—Youth included:

- *Secondary Physical Education*, 1 x 15 min.
- *Serving the Gifted and Talented*, 5 x 30 min.

New projects included:

- *Junior High Ethics*, 5 X 15 min.
- *Teaching Students Thinking Skills*, 1 x 30 min.
- *Canadian Sign Language Videodisc*, 2 x 60 min.
- *Diversity in Communication*, 3 x 30 min.

A pilot production, *Human Faces of Science and Technology*, 1 x 30 min., commenced for Informal Learning.

The Calgary Production Department accepted facilities assignments totalling over 79 hours of staff and equipment time during this reporting period. These involved post-production assistance to S.A.I.T., University of Calgary, Foothills Hospital, Banff Centre, and the Beiseker Station Museum.

Edmonton Operations

The Edmonton Operations Department provides support services to directors and producers. To meet increasing demands on facilities and time schedules in the areas of Production (Studio and Mobile), Electronic Field Production (E.F.P.) and Post Production (On-line and Off-Line), the department needs to be expedient and efficient in its delivery. During this reporting year, Edmonton Operations investigated alternative methods to meet increased output without sacrificing production.

The review determined that more efficient equipment was necessary to increase post-production capabilities. This resulted in the upgrading of off-line post production facilities with the purchase of two ACE 25 edit controllers. These units enable editors to proceed to the on-line editing facility with frame-accurate edit decision lists.

Four Sony SP 3/4 inch video record/playback units were acquired to increase the speed and quality essential in completing off-line editing.

In addition to the above changes, the post-production audio suite was equipped with an ACE Micro controller that accurately cues and pre-rolls all audio equipment. This method of synchronizing significantly reduces the time required to prepare sound effects, music, voice-overs or the recording of multiple tracks.

The Operations Department plays a key role in the success of ACCESS NETWORK, and maintaining a high level of quality production is its top priority.

Rod Maldaner, Camera Operator, Edmonton Operations.

Technical Services

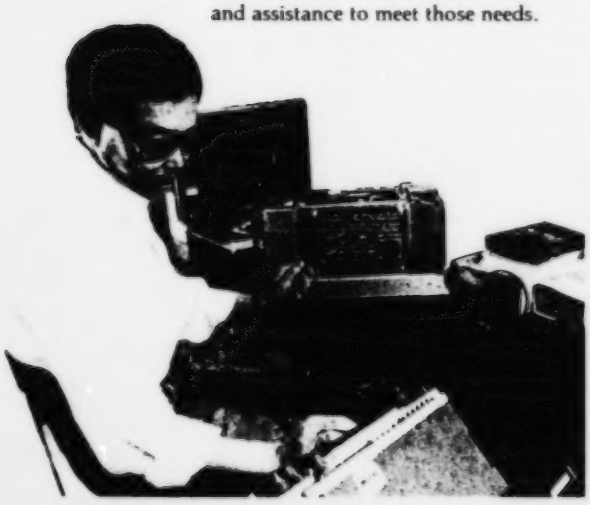
Technical Services provides the Corporation with highly specialized support through the acquisition, design, installation and maintenance of state of the art electronic computer-based broadcast equipment. All technical aspects of production, broadcast, reception and distribution are coordinated by the department.

In addition, occasional or specialty services are arranged. Innovative applications of technologies such as VSAT, SCMO, satellite subcarriers and videodiscs are tested, often in cooperation with other agencies. General technical support in other areas such as assistance in equipment set-ups are handled by the department.

Sharon Krenz, Communications Officer and Elaine Hoogewoonink, Executive Secretary, Communications Department, providing information about ACCESS NETWORK to the community.

Technological advancement in the broadcast industry occurs rapidly. Consequently, Technical Services faces a growing challenge to accommodate the needs and aspirations of the Corporation. In order to meet these goals, our technical personnel must liase constantly with all departments to obtain input on their needs and problems and then provide information, ideas, recommendations and assistance to meet those needs.

Terry Tamura, Senior Technician, Technical Services.



Communications

The activities of the Communications Department were directed at creating awareness of ACCESS NETWORK services for Albertans. This was accomplished by creating, implementing and evaluating public relations, media relations, promotional and advertising plans.

The department produced and distributed two issues of The ACCESS NETWORK Times program schedule for television and radio during this reporting period. This year, for convenience of use by educators, the ACCESS NETWORK Audio/Video Prospectus of School-Related Programming and the Night Owl Program Schedule were combined into one publication. This was distributed to all educational institutions in the province in September, 1988.

Communications provided promotional support through print projects to several other departments in the Corporation. Information sheets and

catalogue pages were produced for Program Sales. A variety of advertising and promotional activities were completed for ACCESS NETWORK formal and informal sector programs. A new activity for the formal sector, a newsletter for educators, was initiated and in production at the end of the reporting period. The newsletter, *CUE (Communications Update for Educators)*, will be produced and distributed to educators throughout the province twice a year. ACCESS NETWORK's "homework help" program for junior high students was a key promotion project for Communications. Every junior high school student in Alberta received a *Homework Hotline* binder sticker and posters were distributed to all junior high school classrooms. As well, monthly calendars highlighting the program's activities were distributed to school libraries.

Communications attended five teachers' conventions during the reporting period, distributing a wide range of informational material.

Program-specific advertising for the television service continued to be placed in daily newspaper television guides. ACCESS NETWORK's CKUA AM•FM radio service was promoted through advertising, information packages and media sponsorship of several theatre and musical performances.

Copyright

ACCESS NETWORK programming combines the musical, literary, performing and artistic contributions of creative artists from Alberta, Canada and across the world. Before these proprietary works can be used, however, they must be cleared through the Copyright Department. This department is responsible for securing licences to use copyrighted elements with ACCESS NETWORK productions and for the payment of royalties. It also administers agreements with collectives, which includes the payment of residual fees to performers, writers and musicians.

This reporting year has been another productive one for the Copyright Department. In addition to the many productions passing through this unit, the art series *Encounters* required clearance of approximately 700 artistic works from all over the world.

The implementation of a system for managing the payment of royalities from program sales allowed the department to handle a 65 per cent increase in program sales without the addition of new staff.

Marilynn Anderson, Secretary, Copyright and Jean Lee, Copyright Officer.

Ray Fowler and Gerry Dotto, Graphic Artists, Teresa Christensen, Typographer and Shane Chen, Graphic Designer, Creative Services. (above)

Betty Gibbs, Managing Editor, Publications. (right)

Creative Services

Creative Services provides ACCESS NETWORK with graphic design support, from concept to final artwork, for both print and broadcast needs. Some of the areas of expertise include layout, illustration, typesetting, photography, signage, desk-top publishing, electronic television graphics and set design.

Print projects range from program support materials such as teacher guides, viewer guides and information pages, to marketing and communications materials including advertisements, the annual report, brochures, posters and booklets.

Major print projects designed and completed for the Communications department during this reporting period included the *1987/88 Annual Report*, *Prospectus/Night Owl Schedule*, the *Homework Hotline* (Mike Grammar Theme) poster, advertising materials and *The ACCESS NETWORK Times*.

Creative Services is responsible for design and production of print support materials for Formal and Informal Learning. Some print materials of note produced during the reporting period included *Encounters*, *Les Voies du Développement*, *Ukrainian Music* and *Microcomputers for Learners*.

Publications

Each year, the Publications Department produces educational print materials in support of ACCESS NETWORK media projects. During this reporting period, 31 print items were published in support of 21 educational projects, and four books were reprinted.

Publications for Formal Education included inservice guides for new and revised curricula in *Career and Life Management* and *Junior High Science*, and a supplement to *Secondary Physical Education*. *Encounters*, *Les Voies du Développement* and *Ukrainian Classical Literature* are examples of materials published for classroom use.

For adult users—including educational professionals and the general public—the publications *Microcomputers for Learners*, *How to Make a Presentation* and *Focus on Adult Learners* were developed.

Projects produced in co-operation with other agencies included the *Board Development* module of the Voluntary Sector Leadership project, *Critical Incident Stress: Debriefing* and *The Harmony Puzzle*.

ACCESS NETWORK

Radio Division

For over 60 years ACCESS NETWORK CKUA AM•FM has programmed the finest in music, presented by knowledgeable hosts and selected from one of the most extensive music libraries in western Canada. Each year, CKUA programs 1,573 hours of classics; 1,170 hours of jazz; and 1,924 hours of blues, folk, traditional, contemporary, ethnic and rock—a complete menu for every taste in music.

CKUA's arts programming features not only the creative work of established artists and performances, but also the efforts of new and promising talent. Continued support of the arts communities in Alberta has been a priority with programs such as *Arts Alberta*, *Between the Covers* and *Cultural Crossroads*. *From the Classics* features previews of performances of the Edmonton Symphony Orchestra and the Calgary Philharmonic, as well as other classical music programs throughout Alberta. In addition, CKUA was the media sponsor for a major concert of the Edmonton Symphony Orchestra and Workshop West Theatre's presentation of *Barbarians*, written and produced in Alberta.

CKUA's tradition of producing and presenting radio drama began with the CKUA Players in the late 1920s and continues today with *Great Alberta Law Cases*, a series of dramatic presentations of historically significant Alberta court cases. The initial series was so successful, the Alberta Law Foundation underwrote the project for an additional ten case histories.

CKUA's News and Public Affairs Department continued to present an Alberta perspective of the news of the day, and featured special programming of significance to Albertans. During this reporting year, a number of political events warranted such programming: the Liberal leadership convention including round-table discussions with the leadership candidates and full convention coverage; federal election coverage highlighting issues of particular interest to Albertans; and comprehensive coverage of the 1989 Alberta election.

CKUA's news team (from left) Jeff Allan, Hans Walter, Ian Gray (News Manager), Dave Jala, Bruce Corbett, Don Bell and Ken Regan.

Monika Martin, Program Coordinator.

including three half-hour specials with the party leaders.

CKUA continued to produce and broadcast formal and informal educational material. Formal projects for classroom use were produced in French and Ukrainian. A series of dramatic presentations of short stories was produced for use with the language arts curriculum and will also be broadcast. CKUA's long-standing association with Athabasca University continued with a number of instructional French language series, broadcasts of *Ragtime to Rolling Stones*, and production and broadcast of *Theatre of the Air*. The informal series included ongoing favorites such as *Alberta People*, *Education Today* and two series for youth, *Conference Call* and *Teen Waves*. Specialty audience programming included the series *Underneath it All*, produced in co-operation with the Alberta Archeological Survey, and *Pedal Power* with Edmonton Bicycle Commuters Association.

Fundraising in support of CKUA programming is a recently established—and very successful—tradition. In this reporting year, CKUA met and surpassed corporate goals for membership fundraising with the spring and fall live, on-air campaigns. CKUA's efforts were generously supported by the artists of CBS Records and the French Horn Specialty Music Store in Calgary who jointly funded a limited edition, specialty music cassette to commemorate each of the membership campaigns. The first cassette was a compilation of light jazz and contemporary music from the CBS catalogue. The second cassette featured favorites from the CBS Classical Masterworks series. With the enthusiastic involvement of staff, volunteers and CKUA's loyal listeners, the goals of $50,000 and $55,000 respectively were reached three days in advance of the ten days allotted for the campaigns.

With an ongoing commitment to excellence and an audience dedicated to the service, CKUA is a tradition with a future.

The Alberta Educational Communications Corporation

Private Sector Shares

For the year ended March 31, 1989
(unaudited)

	1989 $	%	1988 $	%
Productions:				
Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services)	931,761	5.5	763,435	4.9
External Productions	109,950	0.7	148,590	1.0
Announcer, Performer, Musician and Copyright Fees	502,952	3.0	424,168	2.7
Films, Tapes, and Record Purchases	254,519	1.5	375,255	2.4
Film Processing, Film Lab and Sound Lab Services	34,115	0.2	53,046	0.3
	1,833,297	10.9	1,764,494	11.3
Acquisitions	1,727,424	10.2	1,619,024	10.3
Broadcast Delivery and Purchased Air Time	1,295,357	7.7	1,198,216	7.7
Information Services:				
External Printing	190,598	1.1	201,505	1.3
Advertising	167,762	1.0	141,900	0.9
	358,360	2.1	343,405	2.2
Agency and Professional Services	71,124	0.4	14,940	0.1
Building Rent, Janitorial and Security Services	1,352,480	8.0	1,408,568	9.0
Other General Expenses*	1,968,498	11.6	1,721,148	11.0
Total Private Sector	8,606,540	50.9	8,069,795	51.6
Total Non-Private Sector**	8,300,086	49.1	7,581,712	48.4
Total Corporate Expenses	$16,906,626	100.0	$15,651,507	100.0

**Telephones, Utilities, Office Supplies, etc.*

***Largely made-up of Manpower Costs*

ACCESS NETWORK

Financial Statements

ALBERTA LEGISLATURE

OFFICE OF THE AUDITOR GENERAL

Auditor's Report

To the Directors of The Alberta Educational Communications Corporation and the Members of The Alberta Educational Communications Authority

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1989 and the statements of revenue, expenditure and operating equity, equity in fixed assets and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances, except as explained in the following paragraph.

The Corporation derives revenue from membership contributions the completeness of which is not susceptible of satisfactory audit verification. Accordingly, my verification of this revenue was limited to the amounts recorded in the records of the Corporation and I was not able to determine whether any adjustments might be necessary to membership contributions, excess of revenue over expenditure, assets and operating equity.

In my opinion, except for the effect of adjustments, if any, which I might have determined to be necessary had I been able to satisfy myself concerning the completeness of membership contributions as referred to in the preceding paragraph, these financial statements present fairly the financial position of the Corporation as at March 31, 1989 and the results of its operations and the changes in its financial position for the year then ended in accordance with the disclosed basis of accounting, considered appropriate in the circumstances, as described in Note 2 to the financial statements applied on a basis consistent with that of the preceding year.

Donald D Salmon

FCA
Auditor General

Edmonton, Alberta
June 9, 1989

The Alberta Educational Communications Corporation

Balance Sheet

March 31, 1989

	1989	1988
Assets		
Current:		
Cash	$ 519,024	$ 296,120
Receivables	695,691	567,956
Inventories	42,243	57,553
Prepaid expenses	295,087	256,106
	1,552,045	1,177,735
Deferred program costs (Note 3)	1,947,363	1,658,200
Fixed assets (Note 4)	4,632,993	5,035,115
Long-term licences (Note 5)	122,818	133,646
	$8,255,219	$8,004,696
Liabilities and Equity		
Current:		
Payables and accruals	$1,957,704	$1,564,039
Unexpended capital grants	258,227	299,165
Advances on co-productions	467,768	411,575
	2,683,699	2,274,779
Long-term payables		37,000
Equity:		
Operating	938,527	657,802
In fixed assets	4,632,993	5,035,115
	5,571,520	5,692,917
	$8,255,219	$8,004,696

The accompanying notes are part of these financial statements.

The Alberta Educational Communications Corporation

Statement of Revenue, Expenditure and Operating Equity

For the Year Ended March 31, 1989

	1989	1988
Revenue:		
Operating grant from the Province of Alberta	$15,263,000	$14,613,000
Revenue from program sales, video and audio dubbing (Note 6)	756,913	708,698
Direct costs recovered on production of programs	657,368	212,240
Membership contributions	328,443	188,390
Interest	314,175	231,250
Corporate underwriting	206,937	151,559
Other	28,755	74,058
	17,555,591	16,179,195
Expense:		
Development and production	8,606,510	7,516,887
Program support	4,410,449	4,101,617
Utilization and distribution	4,257,907	4,033,003
	$17,274,866	$15,651,507
Excess of revenue over expenditure for the year	280,725	527,688
Operating equity at beginning of year	657,802	130,114
Operating equity at end of year	$ 938,527	$ 657,802

The Alberta Educational Communications Corporation

Statement of Equity in Fixed Assets

For the Year Ended March 31, 1989

	1989	1988
Equity in fixed assets at beginning of year	**$5,035,115**	$5,436,877
Add:		
Unexpended capital grants at beginning of year	**299,165**	619,101
Capital grant from the Province of Alberta	**850,000**	500,000
Unexpended capital grants at end of year	**(258,227)**	(299,165)
Proceeds on sale of fixed assets	**8,750**	9,441
Total funds used to acquire fixed assets	**899,688**	829,377
Deduct:		
Depreciation and amortization of fixed assets	**859,602**	1,201,508
Disposal of fixed assets	**442,208**	29,631
	1,301,810	1,231,139
Equity in fixed assets at end of year	**$4,632,993**	$5,035,115

The Alberta Educational Communications Corporation

Statement of Changes in Financial Position

For the Year Ended March 31, 1989

	1989	1988
Operating activities:		
Excess of revenue over expenditure	$ 280,725	$ 527,688
Add items not affecting cash:		
Amortization of long-term licences	10,828	30,338
Amortization of deferred program costs	1,321,290	1,436,750
Net change in non-cash working capital balances relating to operations (Note 7)	298,452	(314,449)
Cash provided by operations	1,911,295	1,680,327
Investing Activities:		
Additions to deferred program costs	(1,610,453)	(1,395,928)
Additions to fixed assets	(899,688)	(829,377)
Additions to long-term licences	-	(21,879)
Capital grant from the Province of Alberta	850,000	500,000
Proceeds on sale of fixed assets	8,750	9,441
Decrease in long-term payables	(37,000)	(76,409)
Cash applied to investing activities	(1,688,391)	(1,814,152)
Increase (decrease) in cash	222,904	(133,825)
Cash at beginning of year	296,120	429,945
Cash at end of year	$ 519,024	$ 296,120

The Alberta Educational Communications Corporation

Notes to the Financial Statements

March 31, 1989

Note 1 Authority

The Alberta Educational Communications Corporation operates under the authority of The Alberta Educational Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980, as amended.

The Corporation is registered as a charitable organization with Revenue Canada.

Note 2 Significant Accounting Policies

General

These financial statements have been prepared in accordance with generally accepted accounting principles except that depreciation and amortization of fixed assets are charged against equity in fixed assets.

Fixed Assets

Fixed assets are stated at cost less accumulated depreciation and amortization. An equivalent amount is reported as equity in fixed assets.

Depreciation is calculated using the straight-line method as follows:

	Years of Useful Life	Salvage Value as % of Cost
Buildings	30	-
Land improvements	10	-
Transmission equipment	10	5%
Studio and technical equipment	7	5%
Automotive	5	15%
Mobile equipment	7	5%
Furniture, fixtures and office equipment	7	5%

Leasehold improvements are amortized on the straight-line basis over the remaining term of the lease plus one renewal period.

Deferred Program Costs

Programs purchased from other agencies are recorded at cost less amortization calculated using diminishing annual rates as a percentage of cost over the period (to a maximum of four years) for which the right to use the program has been acquired.

Long-term Licences

The long-term licences are recorded at cost less accumulated amortization. Amortization is calculated using the straight-line method over a term of twenty years for the broadcast licence and five years for the computer software licences.

Inventories

Inventories consist of video and audio tapes and disks and are recorded at the lower of cost and net realizable value.

Program Productions

All direct costs of programs developed and produced by the Corporation are charged against operations in the year they are incurred as significant cost recoveries are not normally expected from these programs after the initial year of production and broadcasting.

Membership Contributions

Membership contributions are recorded on a cash basis.

Note 3 Deferred Program Costs

	1989	1988
Cost	$7,159,869	$5,549,416
Accumulated amortization	(5,212,506)	(3,891,216)
Net book value	$1,947,363	$1,658,200

Note 4 Fixed Assets

	1989			1988
	Cost	Accumulated Depreciation and Amortization	Net Book Value	Net Book Value
Buildings and land improvements	$ 301,997	$ 141,151	$ 160,846	$ 170,348
Transmission equipment	2,630,409	1,633,772	996,637	871,170
Studio and technical equipment	9,219,819	7,203,852	2,015,967	2,435,482
Automotive and mobile equipment	528,447	447,904	80,543	60,447
Furniture, fixtures, and office equipment	1,878,762	1,040,777	837,985	842,916
Leasehold improvements	1,926,515	1,385,500	541,015	654,752
	$16,485,949	$11,852,956	$4,632,993	$5,035,115

Note 5 Long-term Licenses

	1989			1988
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Computer software licenses	$125,864	$49,546	$ 76,318	$ 82,646
Broadcast license	90,000	43,500	46,500	51,000
	$215,864	$93,046	$122,818	$133,646

Note 6 Revenue from Program Sales, Video and Audio Dubbing

	1989	1988
Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta.	$230,451	$161,456
Audio and video tape costs recovered for dubbing of programs requested by various educational institutions in Alberta.	184,298	220,060
Other revenue for dubbing services provided and for the distribution of computer diskettes, print materials, multi-media kits and program brochures.	342,164	327,182
	$756,913	$708,698

Note 7 Net Changes in Non-cash Working Capital Balances Relating to Operations

	1989	1988
Receivables	$(127,735)	$(285,917)
Inventories	15,310	21,075
Prepaid expenses	(38,981)	(250,216)
Payables and accruals	393,665	(27,119)
Deferred revenue	-	(6,767)
Advances on co-productions	56,193	234,495
	$298,452	$(314,449)

Note 8 Investment

The Corporation is a member of a consortium formed to apply computer, telecommunications, broadcast and related technologies to create a more innovative and effective approach to distant education services. The consortium incorporated Canadian Distance Learning Development Centre Ltd. on April 17, 1988 and the Corporation acquired a 25% interest in this Centre at no cost. As no profits or losses of the Centre are expected to accrue to the Corporation, the investment has been accounted for on a cost basis which is nil at March 31, 1989.

The Corporation has not participated in any production activities with the Centre. If the Corporation does participate in such activities, it has committed to contribute services in kind to a maximum of $100,000 in fiscal 1990 and $150,000 per year for the following three years. These annual commitments are non-cumulative.

Note 9 Commitments

The Corporation had the following commitments at the year-end:

a) **Productions in Progress**

The Corporation had a number of productions in progress at March 31, 1989. The costs for the completion of these productions in progress are estimated at $1,100,000 (1988 $1,190,000).

b) **Realty and Equipment Leases**

The Corporation is committed to rental payments under realty and equipment leases. Minimum annual rental payments during the next five fiscal years are as follows:

1990	$1,091,000
1991	1,068,000
1992	1,026,000
1993	910,000
1994	176,000

c) **Satellite Transmission Services**

The Corporation is also committed to satellite transmission services during fiscal 1990 under an annually renewable lease of $1,337,000 per year.

Note 10 Comparative Figures

The 1988 figures have been reclassified where necessary to conform to 1989 presentation.

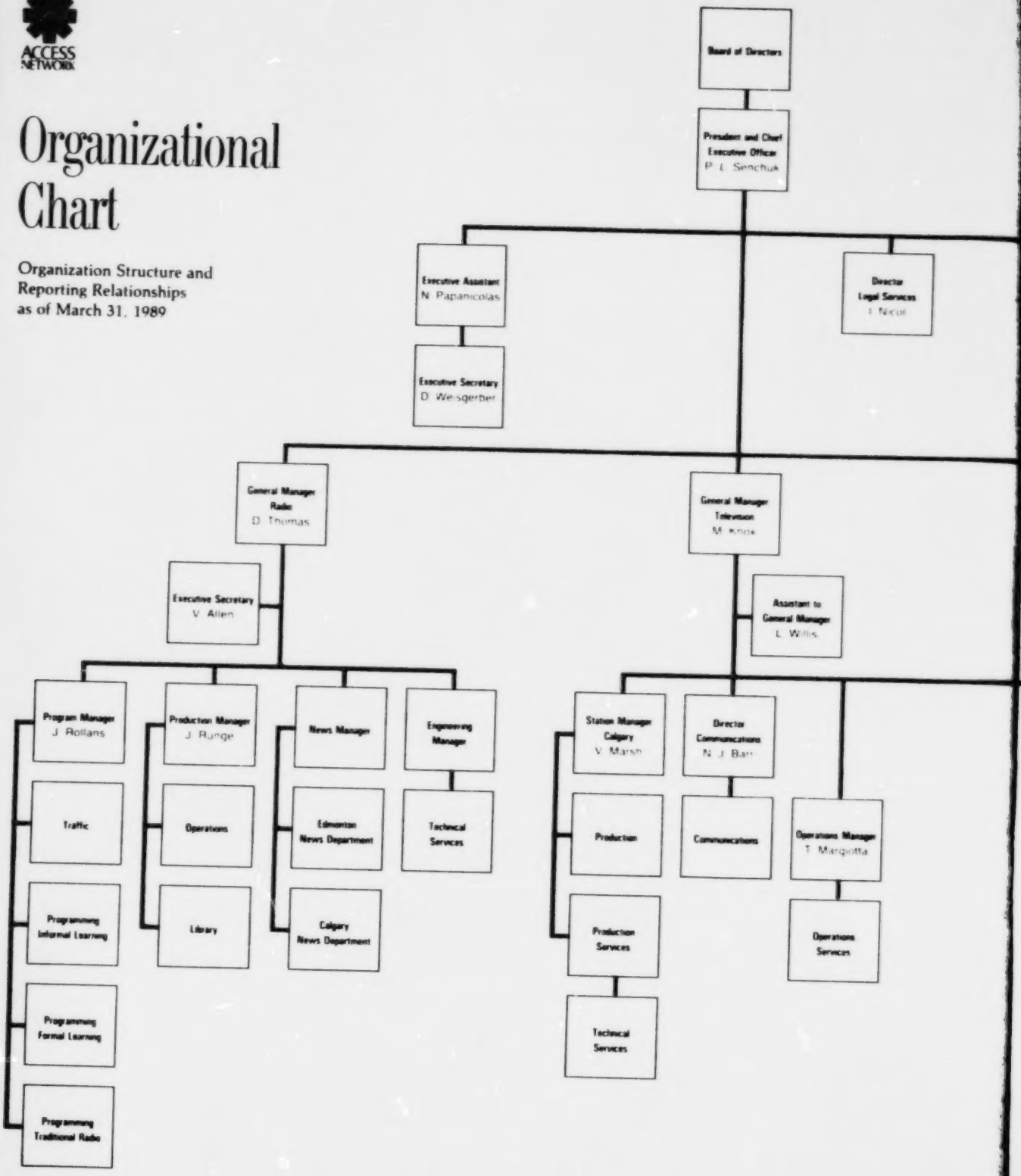
Note 11 Approval of Financial Statements

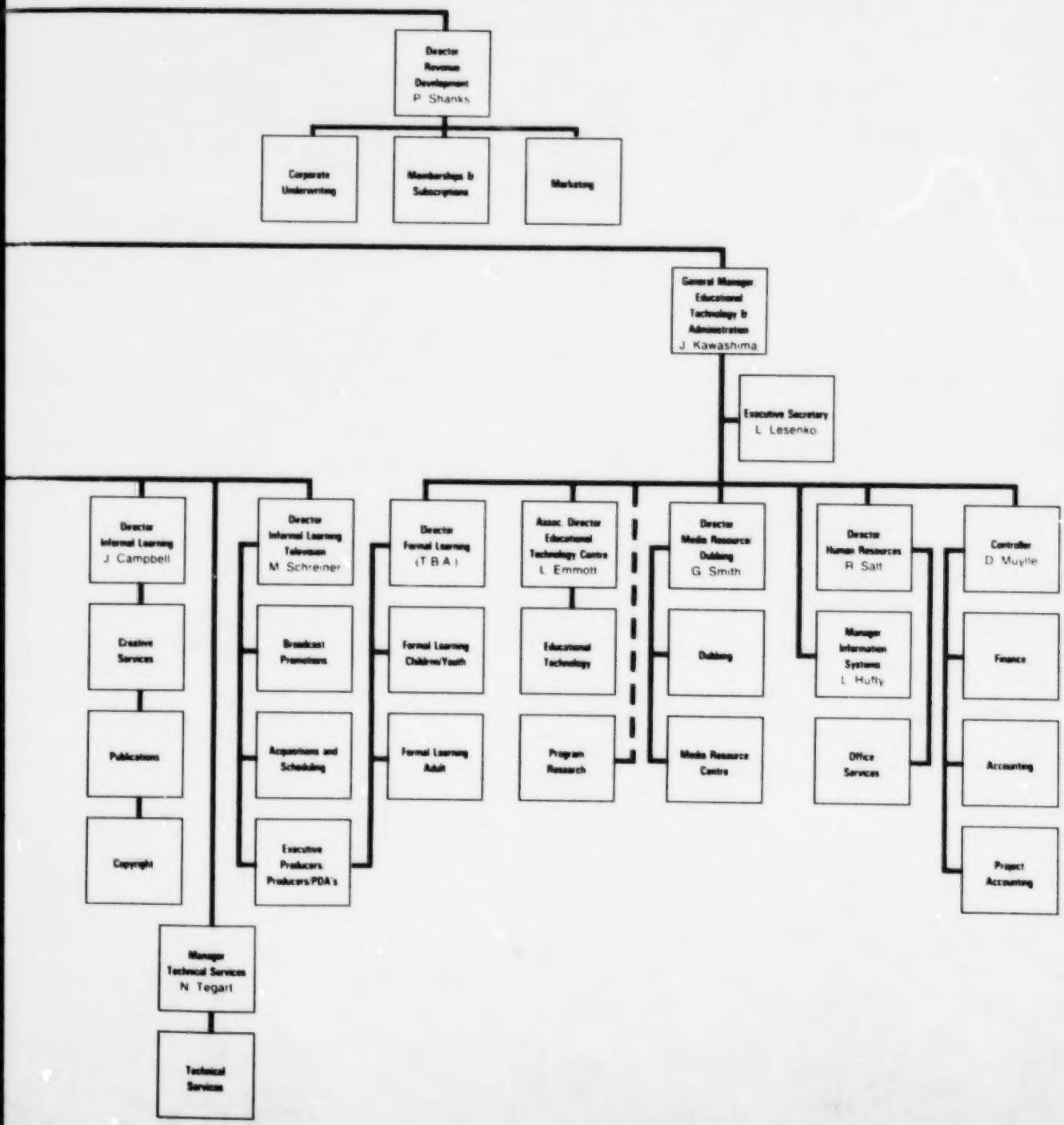
These financial statements were reviewed by management and the Audit Committee and recommended for approval by the Board.

ACCESS NETWORK

Organizational Chart

Organization Structure and Reporting Relationships as of March 31, 1989




Director
Revenue
Development
P. Shanks
Corporate
Underwriting
Memberships &
Subscriptions
Marketing
General Manager
Educational
Technology &
Administration
J. Kawashima
Executive Secretary
L. Lesenko
Director
Informal Learning
J. Campbell
Creative
Services
Publications
Copyright
Director
Informal Learning
Television
M. Schreiner
Broadcast
Promotions
Acquisitions and
Scheduling
Executive
Producers
Producers/PDA's
Director
Formal Learning
(T.B.A.)
Formal Learning
Children/Youth
Formal Learning
Adult
Assoc. Director
Educational
Technology Centre
L. Emmott
Educational
Technology
Program
Research
Director
Media Resource
Dubbing
G. Smith
Dubbing
Media Resource
Centre
Director
Human Resources
R. Salt
Manager
Information
Systems
L. Hutty
Office
Services
Controller
D. Muylle
Finance
Accounting
Project
Accounting
Manager
Technical Services
N. Tegart
Technical
Services

Adrian Pearce, Camera Operator and Bruce Murphy, ACCESS NETWORK Producer/Director on location during the shooting of *Water in Alberta: The Living Flow*.